

## Eau Claire ACHIEVE

### Community Health Assessment and Group Evaluation

ACHIEVE stands for “Action Communities for Health Innovation and EnVironmental Change” and is an initiative of the Centers for Disease Control and Prevention. Since early 2010, the CDC has funded an ACHIEVE Eau Claire effort. The local Y, Parks Department, Health Department, hospitals, UWEC, Eau Claire Community Foundation, and others have been working together under ACHIEVE. Their vision and mission are:

**VISION:** *Creating a culture of healthy living for the residents of Eau Claire by our focus on systematic policy and environment change to improve the health and well-being of all.*

**MISSION:** *Influence public policy to reduce the incidence of chronic disease by using evidenced-based strategies focused on physical activity, nutrition and tobacco use.*

One of ACHIEVE’s main goals is to see the realization of a Health Chapter in the City’s Comprehensive Plan. Over 2010-2011 ACHIEVE studied the Eau Claire community’s physical activity, nutrition, tobacco use, chronic disease management and leadership using a CDC spreadsheet tool called CHANGE or Community Health Assessment and Group Evaluation. These results were gathered from interviews with community experts and stakeholders and not from actual quantitative research. The qualitative results serve best to ask deeper questions about the compiled responses. For all categories, here is how Eau Claire scored using the CHANGE tool. Overall, health policy improvement continued to grow but the normal lag time followed on implementation; however strides were made in the leadership and nutrition categories.

Community-At Large Summary	Year 1 (2010)		Year 2 (2011)		Module % Diff. (Yr. 1-Yr. 2)	
	Policy	Environ.	Policy	Environ.	Policy	Environ.
Physical Activity	80.00%	71.01%	85.71%	71.01%	5.71%	0.00%
Nutrition	43.75%	46.88%	51.56%	53.03%	7.81%	6.15%
Tobacco Use	40.00%	36.36%	43.64%	36.36%	3.64%	0.00%
Chronic Disease Management	60.00%	64.44%	60.00%	64.44%	0.00%	0.00%
Leadership	89.09%	64.45%	98.18%	70.91%	9.09%	5.46%

As it relates to the built environment, ACHIEVE found over the two-year period that there was roughly a 6% change in policy improvement, but no change in actual field observations for the physical activity category. If Achieve preformed a 2012 assessment, staff believes there would be an increase in field observations since a number of bike/pedestrian improvements have been made. The following tables show all the results in each category from the two-year comparison assessment. Only the highlighted items are the most directly relatable to this project. There were no direct items for chronic disease management. Here is the legend noting scoring.

Table Legend:		
Response #	Policy	Environment
1	Not identified as problem	Elements not in place
2	Problem identification/gaining agenda status	Few elements in place
3	Policy formulation and adoption	Some elements are in place
4	Policy implementation	Most elements are in place
5	Policy evaluation and enforcement	All elements in place

Community-At-Large: Physical Activity		2010		2011	
To what extent does the community?		Policy Response #	Environment Response #	Policy Response #	Environment Response #
1. Require sidewalks to be built for all developments (e.g., housing, schools, commercial)?		5	4	5	4
2. Adopt a land use plan?		5	5	5	5
3. Require bike facilities (e.g., bike boulevards, bike lanes, bike ways, multi-use paths) to be built for all developments (e.g., housing, schools, commercial)?		2	2	3	2
4. Adopt a complete streets plan to support walking and biking infrastructure?		2	2	2	2
5. Maintain a network of walking routes (e.g., institute a sidewalk program to fill gaps in the sidewalk)?		2	3	5	3
6. Maintain a network of biking routes (e.g., institute a bike lane program to repave bike lanes when necessary)?		5	3	5	3
7. Maintain a network of parks (e.g., establish a program to repair and upgrade existing parks and playgrounds)?		5	4	5	4
8. Provide access to parks, shared-use paths and trails, or open spaces within reasonable walking distance of most homes?		5	4	5	4
9. Institute mixed land use?		4	3	4	3
10. Require sidewalks to comply with the Americans with Disabilities Act (ADA) (i.e., all routes accessible for people with disabilities)?		5	4	5	4
11. Provide access to public recreation facilities (e.g., parks, play areas, community and wellness centers) for people of all abilities?		5	4	5	4
12. Enhance access to public transportation (e.g., bus stops, light rail stops, van pool services, subway stations) within reasonable walking distance?		5	4	5	4
13. Provide street traffic calming measures (e.g., road narrowing, central islands, roundabouts, speed bumps) to make areas (e.g., neighborhoods, major intersections) where people are or could be physically active (e.g., walk, bike) safer?		5	3	5	3
14. Adopt strategies (e.g., neighborhood crime watch, lights) to enhance personal safety in areas (e.g., playgrounds, parks, bike lanes, walking paths, neighborhoods) where people are or could be physically active (e.g., walk, bike)?		1	4	1	4
COLUMN TOTAL:		56	49	60	49
PHYSICAL ACTIVITY SCORE:		80%	71%	85.71%	71%
Module % Diff. (Yr. 1-Yr. 2)				5.71%	0%

Community-At-Large: Leadership		2010		2011	
To what extent does the community?		Policy Response #	Environment Response #	Policy Response #	Environment Response #
1. Participate in community coalitions and partnerships (e.g., food policy council, tobacco-free partnership, neighborhood safety coalition) to address chronic diseases and related risk factors (e.g., poor nutrition, physical inactivity, tobacco use and exposure)?		5	3	5	3
2. Participate in the public policy process to highlight the need for community changes to address chronic diseases and related risk factors (e.g., poor nutrition, physical inactivity, tobacco use and exposure)?		5	3	5	3
3. Finance public shared-use paths or trails (by passing bonds, passing millages, levying taxes or getting grants)?		4	4	5	4
4. Finance public recreation facilities (by passing bonds, passing millages, levying taxes or getting grants)?		4	4	5	4
5. Finance public parks or greenways (by passing bonds, passing millages, levying taxes or getting grants)?		4	4	5	4
6. Finance public sports facilities (by passing bonds, passing millages, levying taxes or getting grants)?		4	4	5	5
7. Finance pedestrian enhancements (e.g., sidewalks, street crossing enhancements)?		5	4	5	4
8. Finance bicycle enhancements (e.g., bike lanes, bike parking, road diets)?		4	2	5	3
9. Address the community's operating budget to make walking, bicycling, or other physical activities a priority?		4	2	4	3
10. Promote mixed land use through regulation or other incentives?		5	3	5	3
11. Institute a management program to improve safety within the transportation system?		5	3	5	3
COLUMN TOTAL:		49	36	54	39
LEADERSHIP SCORE:		89.09%	65.45%	98.18%	70.91%
Module % Diff. (Yr. 1-Yr. 2)				9.09%	5.46%

<b>Community-At-Large: Nutrition</b>	2010		2011	
To what extent does the community?	Policy Response #	Environment Response #	Policy Response #	Environment Response #
1. Adopt strategies to encourage food retailers (e.g., grocery, corner or convenience stores; bodegas) to provide healthy food and beverage options (e.g., fresh produce) in underserved areas?	2	2	2	3
2. Encourage community gardens?	3	3	3	3
3. Enhance access to public transportation (e.g., bus stops, light rail stops, van pool services, subway stations) to supermarkets and large grocery stores?	1	1	1	3
4. Provide access to farmers' markets?	5	4	5	4
5. Accept Women, Infants and Children (WIC) Farmers' Market Nutrition Program vouchers or Food Stamp Benefits at local farmers' markets?	2	2	4	3
6. Connect locally grown foods to local restaurants and food venues?	1	3	1	3
7. Promote (e.g., signage, product placement, pricing strategies) the purchase of fruits and vegetables at local restaurants and food venues?	2	2	2	2
8. Institute healthy food and beverage options at local restaurants and food venues?	2	2	2	2
9. Institute nutritional labeling (e.g., 'low fat,' 'light,' 'heart healthy,' 'no trans fat') at local restaurants and food venues?	2	2	2	2
10. Provide smaller portion sizes at local restaurants and food venues?	1	1	1	1
11. Ban local restaurants and retail food establishments from cooking with trans fats?	1	2	1	2
12. Adopt strategies to recruit supermarkets and large grocery stores in underserved areas (e.g., provide financial incentives, lower operating costs, provide job training services)?	2	2	4	3
13. Provide comfortable, private spaces for women to nurse or pump in public places (e.g., government buildings, restaurants, retail establishments) to support and encourage residents' ability to breastfeed?	2	2	3	2
14. Protect a woman's right to breastfeed in public places?	2	2	2	2
COLUMN TOTAL:	28	30	33	35
NUTRITION SCORE:	43.75%	46.88%	51.56%	53.03%
Module % Diff. (Yr. 1-Yr. 2)			7.81%	6.15%

<b>Community-At-Large: Tobacco</b>	2010		2011	
To what extent does the community?	Policy Response #	Environment Response #	Policy Response #	Environment Response #
1. Institute a smoke-free policy 24/7 for indoor public places?	5	5	5	5
2. Institute a tobacco-free policy 24/7 for indoor public places?	1	1	2	1
3. Institute a smoke-free policy 24/7 for outdoor public places?	2	1	2	1
4. Institute a tobacco-free policy 24/7 for outdoor public places?	1	1	2	1
5. Ban tobacco advertisement (e.g., restrict point-of-purchase advertising or product placement)?	1	1	1	1
6. Ban tobacco promotions, promotional offers, and prizes?	1	1	1	1
7. Regulate the number, location, and density of tobacco retail outlets?	1	1	1	1
8. Restrict the placement of tobacco vending machines (including self-service displays)?	4	3	4	3
9. Enforce the ban of selling single cigarettes?	1	1	1	1
10. Increase the price of tobacco products and generate revenue with a portion of the revenue earmarked for tobacco control efforts (e.g., taxes, mitigation fees)?	1	1	1	1
11. Provide access to a referral system for tobacco cessation resources and services, such as a quitline (e.g., 1-800-QUIT-NOW)?	4	4	4	4
COLUMN TOTAL:	22	20	24	20
TOBACCO USE SCORE:	40.00%	36.36%	43.64%	36.36%
Module % Diff. (Yr. 1-Yr. 2)			3.64%	0.00%